

mazuma
Born for Business



R.E.P.R.E.S.E.N.T.
RESOURCING REIMAGINED

Building a values-led acquisition engine that supported £850,000 of acquisitions and brought circa £1.5M of pre-evaluated opportunities to the table.

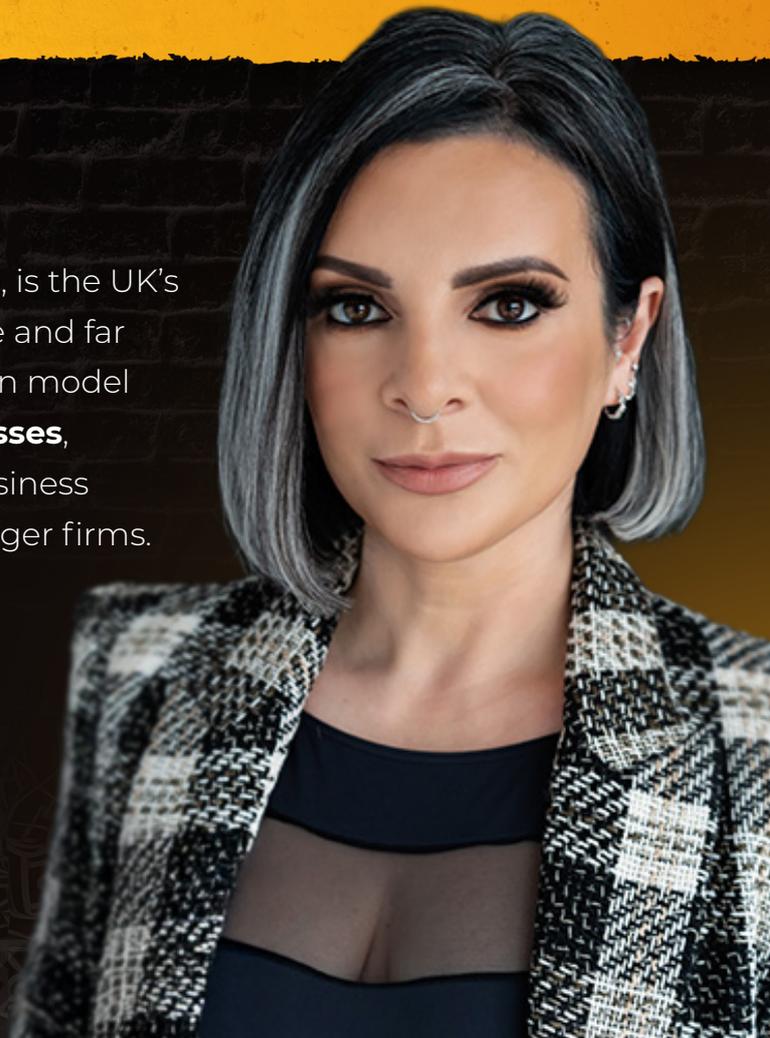
WHAT WE ACHIEVED:

- ▶ Supported **£850,000 of acquisitions.**
- ▶ Brought **circa £1.5M of pre-evaluated acquisition opportunities** to the table.
- ▶ Built a healthier pipeline of acquisition opportunities aligned to Mazuma's criteria, values, and integration model.
- ▶ Supported the acquisition lifecycle from **evaluation and screening through to connection, negotiation support, and completion.**

THE CLIENT

Mazuma, led by **Founder & CEO Lucy Cohen**, is the UK's largest female-founded accountancy practice and far from typical. With a tech-enabled subscription model and a client base of circa **5,000 microbusinesses**, Mazuma has built a modern accountancy business designed for a market often overlooked by larger firms.

But when growth opportunities emerged through acquisition, Mazuma's approach was never going to be conventional. This was not about buying firms for volume. It was about finding the right firms, the right people, and the right fit for long-term growth.



THE CHALLENGE

Mazuma needed an acquisition approach that matched how they operate.

They were not looking for generic broker-led deal flow or one-size-fits-all transactions. They wanted opportunities that aligned commercially, operationally, and culturally, with sellers whose firms, clients, and teams could genuinely thrive in Mazuma's model.

That meant solving for several things at once:

- ▶ **Evaluating the market against clear acquisition criteria.**
- ▶ **Screening opportunities before leadership time was committed.**
- ▶ **Preparing both sides properly before conversations began.**
- ▶ **Supporting deals through the emotional and commercial friction that comes with M&A.**
- ▶ **Ensuring growth through acquisition could be delivered without compromising culture or client experience.**

"Every deal has friction points. These are emotional, complex transactions. But R.E.P.R.E.S.E.N.T approaches them with empathy, with clarity, and with a deep understanding of what's really at stake.

That's rare." Lucy Cohen

WHAT R.E.P.R.E.S.E.N.T SUPPORTED

R.E.P.R.E.S.E.N.T worked alongside Mazuma to create an acquisition process built around **fit, preparation, and deal quality**, not just deal volume.

What was installed:

- ▶ **Evaluation:** assessing the market in line with Mazuma's acquisition criteria.
- ▶ **Screening:** reviewing potential sellers before they reached Mazuma, so leadership time was spent productively.
- ▶ **Preparation:** helping both buyer and seller come into conversations better prepared.
- ▶ **Connection:** facilitating introductions with sellers who had already passed through screening.
- ▶ **Ongoing support:** supporting the process throughout negotiations, questions, friction points, and progression.
- ▶ **Completion:** helping get the right deals over the line when last-minute concerns or complexity showed up.
- ▶ **Optional transition support:** access to systems/process alignment, data conversion, funding, and legal partners where needed.

Rather than defaulting to rigid deal templates or standard broker-led terms, the work focused on creating tailored pathways that respected sellers, protected Mazuma's standards, and increased the probability of successful integration.

"These aren't your typical acquisitions. Each one is tailored. R.E.P.R.E.S.E.N.T gets that. They've supported us in building a healthy pipeline and putting the right structures in place to integrate firms properly."

Lucy Cohen

COMMERCIAL OUTCOMES

1 Acquisition support and deal flow

Through the partnership, R.E.P.R.E.S.E.N.T has:

- ▶ Supported £850,000 of acquisitions.
- ▶ Brought circa £1.5M of pre-evaluated acquisition opportunities to the table.
- ▶ Helped create a healthier pipeline of opportunities aligned to Mazuma's growth plans and operating model.

2 Better quality opportunities, better use of leadership time

Because opportunities were evaluated and screened before being brought forward, Mazuma could focus leadership attention on the firms most likely to be the right fit, commercially, operationally, and culturally.

3 Growth with integration in mind

The work did not stop at introductions. Support extended across preparation, negotiation, completion, and, where needed, transition planning, helping Mazuma combine people, systems, and technology in a way that supported long-term growth.

"We're not trying to Hoover up firms and strip them down. We want to give owners a good exit and give their clients a good home. R.E.P.R.E.S.E.N.T understands that and supports us to make it happen."

Lucy Cohen

WHY THIS WORKED

- ▶ Clear acquisition criteria before opportunities were surfaced.
- ▶ Pre-evaluation and screening to protect time and increase relevance.
- ▶ Better preparation on both sides before conversations began.
- ▶ Human handling of emotional, complex, high-friction deal moments.
- ▶ Tailored deal thinking instead of one-size-fits-all structures.
- ▶ Support beyond the introduction, through to completion and transition.

This wasn't just about finding firms. It was about creating a better acquisition process:

WHO WOULD BENEFIT?

This is a fit if you're a firm that:

- ▶ Wants to grow through acquisition without relying on generic broker-led deal flow.
- ▶ Needs better-quality, pre-evaluated opportunities aligned to clear criteria.
- ▶ Wants support across the acquisition lifecycle, from evaluation and screening through to completion.
- ▶ Cares about cultural fit, seller experience, client continuity, and post-deal integration as much as headline deal value.

